

REMARKS:

In the outstanding Office Action, the Examiner rejected claims 1-23 and 26. Claims 1, 11, 18 and 26 are amended herein, and new claim 27 is added. No new matter is presented.

Thus, claims 1-23, 26 and 27 are pending and under consideration. The rejections are traversed below.

ELECTION/RESTRICTION:

On pages 2, the Examiner indicated that claims 24 and 25 are directed to an invention that is independent or distinct from the invention originally claimed. Claims 24 and 25 are cancelled herein.

Therefore, withdrawal of the rejection is respectfully requested.

REJECTION UNDER 35 U.S.C. § 103(a):

Claims 1-23 and 26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent App. No. 2004/0068485 (Thompson), U.S. Patent No. 6,256,043 (Aho), U.S. Patent No. 5,848,396 (Gerace) and U.S. Patent No. 6,346,952 (Shtivelman).

The preference module of Thompson is directed to allowing a user to define a set of preferred answers for predetermined questions applicable to products (see, paragraph 78, FIG. 3 and corresponding text). For example, when "white clad" windows are selected as attribute of a product by the user, the system retrieves the attribute values selected and overrides all other items to provide a graphic representation of the attributes (see, paragraphs 78 and 84).

Thompson requires the user's active and direct interaction by responding to a series of questions provided by the system to provide a display of an attribute selected based on the series of questions. That is, Thompson is limited to a system for drawing an outline of products and services, and providing preferable answers regarding products to various questions.

Aho is directed to changing a video scene based on a selection of an object in the scene by a viewer (see, col. 1, lines 55-65) and pre-stored parameters associated with the viewer to adjust the objects in the video scene (see, col. 2, lines 18-41). That is, Aho is limited to setting a chat channel between a client and a virtual reality system to exchange information between the client and the virtual reality system based on pre-stored parameters.

Shtivelman simply gathers key words from a chat session and provides a subsequent display of key words summarizing a previous chat session (see, col. 20, lines 31-45).

The Examiner acknowledges that Aho does not disclose selecting an attribute of a corresponding product on the basis of a key word in a chat, but relies on Gerace as teaching the same. However, Gerace is limited to presenting targeted information to users based on analysis of previously recorded history of users' viewed information (see, col. 2, lines 43-55), and after several sessions with the program, subsequently tailoring screen views, advertisements, etc., presented to the user (see, col. 17, lines 1-17). Thus, Gerace uses a profile prepared based on users' utilization of advertisements on a network for providing the users with advertisements in a form of display prepared by the users.

The present invention selects an attribute of a product that is a subject of a chat based on a key word extracted at a real time and emphasizes or indicates the selected attribute on an image of the product. For example, when a client shops at a virtual store on the Internet, an attribute object of a corresponding product is selected on the basis of a keyword in the chat and the attribute object is reflected on an image of the product object.

Independent claim 1, by way of example, recites, "displaying a top page of the virtual store having a salesperson selecting a display section and a product catalog selecting the display section", "displaying a product catalog page having a plurality of products [and] displaying a chat display catalog page by setting a chat channel between a salesperson responsible for the specified product and the client, and displaying character data in a chat that they have."

Claim 1 further recites, "displaying a chat display section in said responsible salesperson page by setting a chat channel between specified salesperson and the client", where an attribute is selected "on the basis of a key word extracted at a real time from character information during said chat currently underway" to emphasize "the attribute on an image of said product and adjusting display of the image." Claim 11, 18 and 26 recite similar features.

Independent claims 21 recites, "establishing a chat with the user about the product over the network", "analyzing the chat for a key word associated with the product during the chat", "allowing the user to select the key word in the chat" and "emphasizing a product attribute of the selected key word in the displayed product and adjusting the display of the product in real time."

Similarly, independent claims 22-23 also recite, "analyzing the chat" and "adjusting the display of the product in real time in response to the key word" in the chat.

The cited references, alone or in combination, do not teach or suggest "adjusting" or "modifying" display of an image of a product in accordance with "a keyword" extracted "during a chat" (claims 1, 11, 18 and 21-23) and providing "first and second display of the product" (claim 26) including the above-identified features of the claims.

It is submitted that the independent claims are patentable over the cited references.

For at least the above-mentioned reasons, claims depending from the independent claims are patentably distinguishable over the cited references. The dependent claims are also independently patentable. For example, claim 7 recites, "the key word is searched from the content of the client's chat and an advertisement list [and] product data corresponding to the key word and client data are combined is prepared." The cited references, alone or in combination do not teach or suggest these features of claim 7.

Therefore, withdrawal of the rejection is respectfully requested.

NEW CLAIM:

New claim 27 is added to recite that that the keyword is "extracted from content of the chat without requiring input of said specified salesperson and the user participating in the chat" and "information of the product... is modified to correspond with an attribute of the product retrieved based on the key word extracted during the chat."

The cited references, alone or in combination, do not teach or suggest modifying information of a product presented to the user "without requiring input of said specified salesperson and the user participating in the chat" based on "keyword extracted [during] the chat", as recited in new claim 27.

Therefore, it is submitted that new claim 27 is patentably distinguishable over the cited references.

CONCLUSION:

In light of the above, claims 1, 11, 18 and 26 are amended herein, and new claim 27 is added. Thus, claims 1-23, 26 and 27 are pending and under consideration.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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